

## Message Text

UNCLASSIFIED

PAGE 01 MONTER 00751 122355Z  
ACTION ARA-15

INFO OCT-01 ISO-00 EB-08 COME-00 TRSE-00 OMB-01 XMB-04  
AID-05 CIAE-00 INR-10 NSAE-00 /044 W  
-----096757 140631Z /21

R 121945Z SEP 78  
FM AMCONSUL MONTERREY  
TO SECSTATE WASHDC 3999  
INFO AMEMBASSY MEXICO

UNCLAS MONTERREY 0751

E.O. 11652: N/A  
TAGS: EFIN, BBAK, MX  
SUBJ: BREWERY GROUP ANNOUNCES LARGE STOCK OFFERING

REF: MONTERREY A-12, 9/1/78

1. GRUPO VALORES INDUSTRIALES, S.A., (VISA) HAS ANNOUNCED IT WILL OFFER 3 MILLION SHARES OF STOCK TO PUBLIC IN NEXT TWO WEEKS. THIS IS FIRST EVER PUBLIC SALE OF STOCK BY VISA. COMPANY EMPLOYEES WILL HAVE OPPORTUNITY TO PURCHASE STOCK BEFORE IT IS OFFERED TO PUBLIC. PRICE PER SHARE IS EXPECTED TO BE 135 PESOS.
2. VISA INCLUDES CERVECERIA CUAUHTEMOC, MALTA, GRUPO SERFIN (MONTERREY'S LARGEST BANKING GROUP), AND OTHER COMPANIES IN HOTEL, TOURISM, FISHING, AND FOOD INDUSTRIES. CONSIDERING VISA'S EXCELLENT PAST PERFORMANCE RECORD, IT IS EXPECTED THAT STOCK OFFERING WILL BE SOLD OUT BEFORE REACHING THE STREET.
3. COMMENT: THIS SALE CLOSELY FOLLOWS SIMILAR MOVE BY GRUPO ALFA IN EARLY AUGUST. VISA'S OFFERING WILL BRING VALUE OF NEW STOCK SOLD BY MONTERREY GROUPS IN AUGUST AND SEPTEMBER TO ONE BILLION PESOS (APPROX. 44.5 MILLION). IN ADDITION, ALFA SOLD 500 MILLION PESOS OF UNSECURED BEARER BONDS LAST MONTH. FEELING OF ROBUST CONFIDENCE PERMEATING MONTERREY INDUSTRIAL CIRCLES BODES WELL FOR NEAR TERM FUTURE. MAJOR GROUPS FEEL THAT NOW IS

UNCLASSIFIED

PAGE 02 MONTER 00751 122355Z

TIME FOR EXPANSION, AND THAT NON-BANK FINANCING IS MOST APPROPRIATE VEHICLE FOR RAISING CAPITAL.  
MCLENDON

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** STOCKS (SECURITIES)  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 sep 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978MONTER00751  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780373-0602  
**Format:** TEL  
**From:** MONTERREY  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780977/aaaaclnb.tel  
**Line Count:** 58  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 81d75b52-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 MONTERREY A-12  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1469190  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BREWERY GROUP ANNOUNCES LARGE STOCK OFFERING  
**TAGS:** EFIN, BBAK, MX  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/81d75b52-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014